

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 3, 1998

RJR Account #332520

Mr. A. Grass
KEYSTONE TOBACCO

MARCH: WINSTON B2G1F / PROMOTION #800115

Dear Alan:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as 30 skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is not 'pre-sleeved' product.)

WINSTON <u>BRAND STYLE</u>	#/ Cases B1G1F (6M)	B1G1F <u>UPC Code</u>	#/ Cases <u>LIVE</u>	LIVE <u>UPC Code</u>
<u>FF Box</u>	<u>1</u>	12300-11226	<u>1 (12M)</u>	12300-11212
<u>Light Box</u>	<u>2</u>	12300-11926	<u>1 (6M)</u>	12300-11906
<u>Ult Lt Box</u>	<u>1</u>	12300-70326	<u>1 (6M)</u>	12300-70306

Product / Premium Arrival:

February 23, 1998

Ship Date to Retail:

Week of: March 9, 1998

DISPLAY DETAIL (#538994)

SKU CUBE: 1.6700
SKU WT (w/o Product): 4.5000 lbs
Retail Sales Offer per Sku: 20 Offers

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$1,928.99

PARTNERS 'BONUS' REPORTING DESCRIPTION

'WIN MAR B2G1F'

51845 9588

-2-

B1G1F
KEYSTONE TOBACCO

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.
OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE
B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF
SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO
RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

DISPLAY BRAND LOAD:

* **4 CARTONS:**

2 WINSTON LT BOX

1 WINSTON FF BOX

1 WINSTON ULT LT BOX

EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (2 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

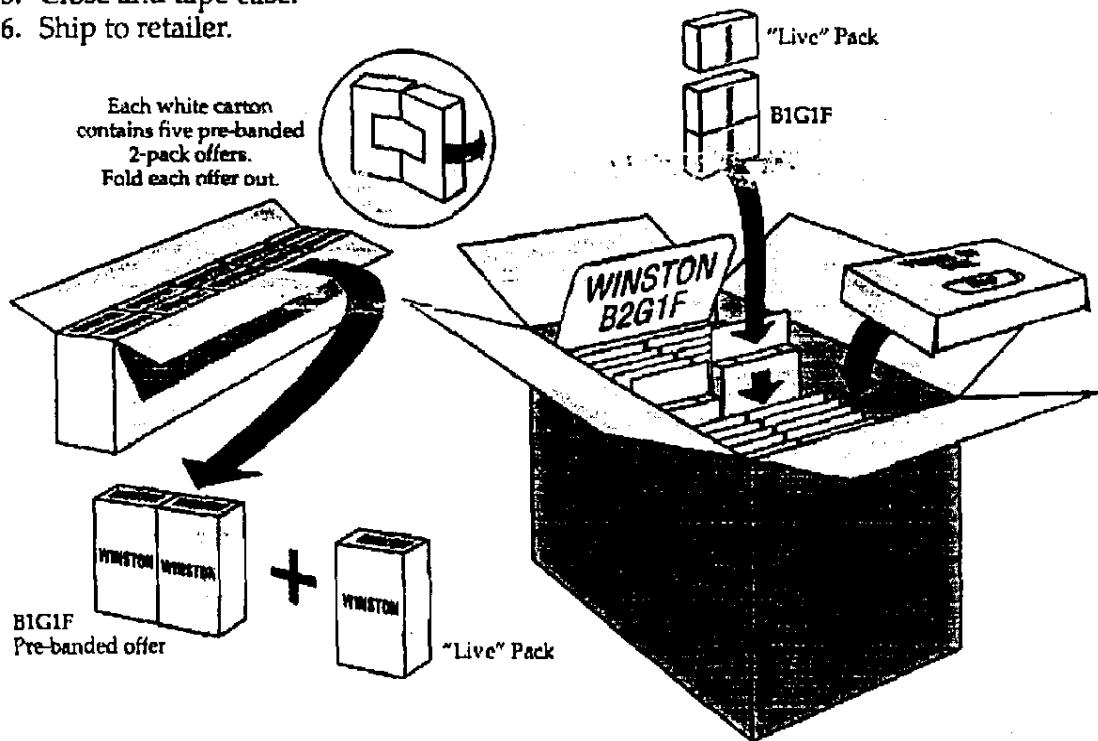
TEMPERATE SEQ	TEMPERATE NAME	ADDRESS	CITY	ST ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204 162226 763325 ANGEL MARKET #1	254 CHENANGO ST	BINGHAMTON	NY 13901	1					
162204 162226 639445 EAST MART	134 NORTH STREET ENDICOTT		NY 13760	2					(607)722-7582
162204 162226 714966 HESS #32279	GEORGE F HIGHWAY ENDWELL		NY 13760	2			0353-0100		(607)785-9000
162204 162226 762326 WEST SIDE MINI MART	1206 WEST MAIN ST	BINGHAMTON	NY 13901	2					(607)722-4643
162204 162226 762326 WEST SIDE MINI MART	357 STATE ST	BINGHAMTON	NY 13903	3	NAS				(607)722-8079
162204 162226 763827 HESS #32276	1206 WEST MAIN ST	BINGHAMTON	NY 13903	5	NAS	0353-0100			(607)722-4557
162204 162226 771210 QUALITY MARKET	6518 STATE RT 434 APALACHIN		NY 13732	1	NAS				(607)625-3341
162204 162226 SWEBY'S MARKET	6518 STATE RT 434 APALACHIN		NY 13732						(607)722-9334

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 17
TEMPERATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 17

WORKPLAN VAP TEMPERATE LISTING
PAGE: 11
BPEN5582
WHOLESALE : 33520 KEYSTONE TOBACCO CO., INC. (DIRECT)
DATE: 98-01-13
TIME: 11:01 AM
TEMPERATE : 800115 80300 WIN MAR B2G1F
TEMPERATE LEVEL : 16XXXX

WHOLESALER PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR.'98****March WINSTON B2G1F***(Buy 2 Packs Get 1 Free)***STEPS**

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston Ul. Lt. Box.
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 538994

Promotion Reporting Description: WIN MAR B2G1F

Brand Style	LT BOX	FF BOX	ULT LT BOX			
Number of Cartons	2	1	1			

51845 9591

FREE pack with 2-pack purchase

Smoke this

FREE pack

**with 2-pack
purchase**



Winston

- Kick off March with this offer:
Buy 2 packs. Get one free.
- Special packaging in Full Flavor,
Lights and Ultra Lights Box Styles.
- Dramatic counter display
and poster.
- Another No Bull 5 way to
build traffic.

51845 9592

